## REMARKS

Claim 20 has been canceled. Claims 39, 156 and 164 have been amended as have the independent claims listed below.

Claims 1-16, 18-74, 78-109, and 118-180 stand rejected under 35 USC 102(e) on Treyz (U.S. Patent No. 6,526,335). This rejection is respectfully traversed.

Applicant has amended all of the pending independent claims (claims 1, 35, 78, 79, 95, 112, 118, 127, 133, 135, 141, 147, 151, 154, 162, 170, 171, 174, and 177) to recite that the "address is embedded in the programming signal" as disclosed in applicant's specification. (While some of the independent claims recite terms other than "address" and "programming signal," it would be understood by one of ordinary skill in the art that these terms are substantially similar for the purposes of this response to the extent explained in the specification.) Treyz does not disclose or suggest such a feature.

In reference to canceled claim 20, the Examiner has asserted that, "Treyz further discloses where the address is embedded in signal and transmitted over the internet (col. 21, line 60-col. 22, line 1+)." Applicant respectfully disagrees.

Initially, applicant notes that the Examiner has consistently cited "col. 22, line 1+" throughout the Action. Applicant is unable to decipher the meaning of the citation and is therefore deprived of an opportunity to meaningfully respond to the rejection. Accordingly, applicant submits that the Examiner has failed to particularly identify where in the reference the feature is described. Consequently, applicant respectfully requests that, should the Examiner find the enclosed remarks unpersuasive, the Examiner issue a new Action which clearly identifies the disclosure relied upon by the Examiner.

Applicant further submits that Treyz does not disclose or suggest the above quoted feature. While Treyz may disclose transmitting a programming signal and an address, Treyz does not disclose or suggest that the address is embedded in the programming signal. The portion of Treyz

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cited by the Examiner (as can best be determined by applicant) discloses only that drop-down menus may be used to select radio stations from a list including AM, FM, digital, internet and satellite stations, and that the selected stations may be received by an auto-mobile computer. This disclosure is not at all related to embedding an address into a programming signal.

Accordingly, claims 1, 35, 78, 79, 95, 112, 118, 127, 133, 135, 141, 147, 151, 154, 162, 170, 171, 174, and 177 are allowable over Treyz. The remaining dependant claims depend from allowable claims and are allowable due at least to their respective dependencies.

Claim 17 stands rejected under 35 USC 103(a) on Treyz in view of Merchant (U.S. Patent No. 6,240,183). Claims 75-77 stand rejected under 35 USC 103(a) on Treyz in view of Hiyokawa (U.S. Patent No. 6,047,235). Claims 110-117 stand rejected under 35 USC 103(a) on Treyz in view of DeLorme (U.S. Patent No. 5,948,040). All of these rejections are respectfully traversed.

Neither Merchant, Hiyokawa nor DeLorme disclose or suggest embedding an address in a programming signal, nor has the Examiner cited these references as doing so. Accordingly, the references fail to overcome the deficiencies of Treyz detailed above. Claim 112 recites feature substantially similar to those detailed above, and is therefore allowable for at least the same reasons. Claims 75-77, 110, 111 and 113-117 depend from allowable claims and are allowable due at least to their respective dependencies.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing Docket No. **559442000420**.

Dated: July 25, 2006                         Respectfully submitted,

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